

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of authenticating golf equipment, comprising:
providing the golf equipment to be authenticated;
identifying relevant features of the equipment;
comparing said features to predetermined manufacturing specifications;
determining whether said features substantially conform to said manufacturing specifications; and
reporting results of said determining, the reporting including assigning a unique registration number to the golf equipment each time it is provided for authentication and, if the golf equipment is provided two or more times, linking the unique registration numbers
providing a link that is accessible via a webpage to access the results.
2. (Original) The method of claim 1, wherein said providing includes providing the equipment to an authorized authenticator.
3. (Original) The method of claim 1, wherein said identifying includes identifying one or more features selected from the group consisting of physical dimensions, materials, finishes, manufacturer markings, serial numbers, and combinations thereof.
4. (Original) The method of claim 1, wherein said identifying includes identifying one or more features selected from the group consisting of shape, stamping, finish, paint fill, shaft, grip, and weight.
5. (Original) The method of claim 4, wherein said identifying includes identifying two or more features selected from the group.
6. (Original) The method of claim 1, wherein said identifying includes identifying shape, stamping, finish, paint fill, shaft, grip, and weight.

7. (Original) The method of claim 4, wherein said identifying includes identifying three or more features selected from the group.
8. (Original) The method of claim 1, wherein said comparing includes:
comparing a first view of the equipment to a predetermined specification; and
comparing a second view of the equipment to a predetermined specification.
9. (Cancelled)
10. (Cancelled)
11. (Original) The method of claim 1, wherein said comparing includes comparing the equipment to a previously prepared record of the equipment.
12. (Original) The method of claim 11, wherein said comparing further includes comparing the equipment to previously taken pictures of the equipment.
13. (Original) The method of claim 1, wherein said determining includes accounting for wear due to normal use of the equipment.
14. (Original) The method of claim 1, wherein said reporting includes making an indicia of said determining on the equipment.
15. (Original) The method of claim 1, wherein said reporting includes providing an authentication certificate.

16. (Original) The method of claim 15, wherein said reporting includes providing an authentication certificate including:
- a picture of the equipment;
 - a seal; and
 - a reference number associated with the equipment.
17. (Original) The method of claim 16, wherein said reporting further includes providing said reference number on the equipment.
18. (Original) The method of claim 16, wherein said reporting further includes providing an authentication certificate including a seal selected from the group consisting of a sticker, a hologram, an embossment, and a combination thereof.
19. (Original) The method of claim 1, wherein said reporting includes providing an indication of the condition of the equipment.
20. (Original) The method of claim 1, wherein said reporting includes providing an indication of whether the equipment has been altered from its original condition.
21. (Original) The method of claim 20, wherein, if the equipment has been altered from its original condition, said reporting further includes providing an indication of how the equipment has been altered.
22. (Original) The method of claim 1, wherein said reporting includes providing a certificate, said certificate being color-coded based on said results.
23. (Original) The method of claim 1, wherein said providing includes creating a mailing label through an automated process.
24. (Original) The method of claim 22, wherein said creating further includes creating a packing slip.

25. (Original) The method of claim 22, wherein said creating includes using the internet.
26. (Original) The method of claim 22, wherein said creating includes notifying the authenticator of the request for authentication.
27. (Original) The method of claim 1, further comprising providing an encoded text link to a website that provides said results.
28. (Cancelled)
29. (Previously Presented) The method of claim 1, further comprising providing a different indicia for different equipment conditions, wherein the different equipment conditions include:
the golf equipment having authentic and all original parts;
and
the golf equipment having authentic and modified parts.

Please add the following new claim:

30. (New) A method of authenticating golf equipment, comprising:
providing, from a first entity to a second entity, the golf equipment to be authenticated;
identifying, by the second entity, relevant features of the equipment;
comparing, by the second entity, said features to predetermined manufacturing specifications;
determining, by the second entity, whether said features substantially conform to said manufacturing specifications; and
reporting, by the second entity, results of said determining, the reporting including assigning a unique registration number to the golf equipment each time it is provided for authentication and, if the golf equipment is provided two or more times, linking the unique registration numbers

returning the golf equipment from the second entity to the first entity;

providing an encoded text or registry engine code that links to a website that includes the results of the determining, wherein the encoded text or registry engine code is provided from the second entity to the first entity;

using, by the first entity, the encoded text or registry engine code in a webpage in order to allow a third entity to determine the results of the determining.